



## QUALIFICATIONS

### BACHELOR OF COMMERCE (BCOM)

Swami Vivekanand Institute of Technology & Management,  
| 2023


### WELDING TECHNOLOGY


Industrial Training Institute,  
Palakkad, Kerala  
| July 2008 — March 2009

### HIGHER SECONDARY

Kerala Board of Higher Secondary Examinations  
Sabari Higher Secondary School,  
Palakkad, Kerala  
| March 2005 — March 2007

## TECHNICAL SKILLS

 Successfully Completed Course in Advanced Excel  
ICS India  
| 2024

 MS Office Suites  
MS Word  
MS Excel  
MS Power Point

 Email & Internet Applications.

Phone No

+971 - 56 797 2186

Email

meshiju.shiju@gmail.com

Location

Dubai, United Arab Emirates

# SHIJU VISWANATHAN

Sales | FMCG | Distribution | key account | Horeca | B2B | Business  
Development | Food service | Customer service



+971 - 56 797 2186



meshiju.shiju@gmail.com

## CAREER SUMMARY

Accomplished Sales professional with over 7 years of experience in sales, customer relations, and account management, consistently delivering positive results in business development & customer satisfaction. Adept at leading sales teams, setting & achieving ambitious sales targets, and crafting successful sales strategies to drive growth. Skilled in cultivating strong relationships with both customers & staff, with a focus on customer-centric solutions that maximize sales outcomes. Proven expertise in developing strategic partnerships with key accounts and business partners, contributing to sustained revenue growth. Extensive experience working with leading global FMCG brands in the food, non-food, and beverage sectors, gaining deep insights into industry dynamics. Now seeking a suitable position that leverages this comprehensive experience to further contribute to business success.

## WORK EXPERIENCE

Oct 2023 – Oct 2024

### TERRITORY SALES EXECUTIVE

AL RASHIDEEN DISTRIBUTION LLC, DUBAI (MARLBORO)

#### *Duties & Responsibilities*

- Develop and maintain relationships with new and existing customers within a defined territory to increase sales
- Understand customer needs and requirements, and identify opportunities to upsell and cross-sell products and services
- Generate new leads through market research and networking activities
- Prepare and deliver presentations and demonstrations that effectively communicate the features and benefits of our products and services
- Negotiate pricing and contract terms with customers, within company guidelines
- Achieve or exceed quarterly and annual sales targets
- Stay abreast of industry trends and developments, and share relevant information with customers and colleagues
- Build and maintain strong relationships with prospective and existing customers, focusing on long-term partnerships.
- Manage and collect payments from customers, ensuring they adhere to their credit limits and avoiding overdue accounts.
- Pre-plan and manage inventory to prevent product expirations, optimizing sales and reducing waste.
- Prepare Daily Sales Reports (DSR) and Product Trend Tracking (PTT) presentations to provide actionable insights and performance tracking.
- Identify appropriate pricing strategies and suggest Retail Selling Price (RSP) to ensure competitiveness in the market.
- Participate in team sales meetings and training sessions to share insights and learn from colleagues, enhancing overall team performance.
- Contribute ideas and input on the development of Territory Sales plans and strategies for better coverage and penetration.
- Attend trade shows and other events on behalf of the company
- Making follow up calls to ensure that clients are satisfied with their purchase
- Reporting on sales activity including details about each sale made or lost opportunity
- Perform additional tasks as assigned, ensuring smooth sales operations and continued professional development.

## PERSONAL INFO

Nationality : Indian  
Gender : Male  
Marital Status : Married

Address : Kerala, India  
Visa Status : Visit Visa

## PASSPORT INFO

Passport No : W1485792  
Date of Issue : 21/06/2022  
Date of Expiry : 20/06/2032

## DRIVING LICENSE

Valid UAE Driving License  
License No : 207838  
Validity : 08/2029

## LANGUAGES KNOWN

English



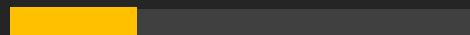
Malayalam



Hindi



Tamil



August 2021 – August 2023

### SALES EXECUTIVE (Traditional trade)

UNITRA INTERNATIONAL LLC(REDBULL), ABU DHABI, UAE

#### Duties & Responsibilities

- Negotiating sales terms and agreements to close deals with customers.
- Gathering customer information to understand their needs better.
- Responding to customer inquiries & addressing concerns for successful purchases.
- Providing suggestions for product improvements or special promotions based on customer feedback.
- Creating proposal documents required for formal bidding procedures.
- Inspecting inventory stock quality.
- Researching potential clients and generating leads through research efforts.
- Communicating with potential/new/existing customers through various channels (phone/email/in-person).
- Handling inquiries/complaints from customers effectively.
- Minimum customer visits, positive calls and maintaining of sales value.
- Submits GRV reports from the customer to the Manager.
- Clearing of the GRV's as per the credit note passed from the company.
- Reports competitors' activities in the market.
- Proper weekly forecast to eliminate market returns

November 2015 – February 2020

### CUSTOMER SERVICE REPRESENTATIVE/ MERCHANDISER

ADNOC, SHARJAH, UAE

#### Duties & Responsibilities

- Promote and sell products to customers
- Ensure that products are displayed and stocked properly
- Help customers with their purchases
- Communicate with store managers about product inventory and sales
- Create attractive product displays to attract customers
- Track and report on sales results and customer feedback
- Resolve customer complaints in a timely manner
- Stay up-to-date on product knowledge and trends in the industry

## KEY SKILLS

### Sales and Distribution Management



### Key account management



### Trade marketing and brand building



### Team Management



### Business Forecasting



### Customer Negotiations



### Strategic Planning



### Excellent Communication Skills



### Problem Solving



### Time Management



### Business development



### Customer Relationship Management



### Inventory Management



### Visual Merchandising



### Team Collaboration



### Customer Service



## DECLARATION

I do here by declare that the above-mentioned details are true and correct to the best of my knowledge, Information and belief.

**SHIJU VISWANATHAN**